



Welcoming TUDOR

Official timekeeper
Grands Prix Cyclistes de Québec et de Montréal



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TUDOR Becomes Official Timekeeper of the Grands Prix Cyclistes de Québec et de Montréal

Montreal, August 13, 2024 – Exactly one month before the Grand Prix Cycliste de Québec, the [Grands Prix Cyclistes de Québec et de Montréal](#) (GPCQM) is proud to announce that the renowned Swiss watchmaker [TUDOR](#) has become the Official Timekeeper of its UCI WorldTour events. The prestigious brand is embarking on a partnership that will cover the next three editions of its iconic races.

After a major breakthrough in the world of professional cycling through its partnership with the legendary Giro d'Italia and Tour of Flanders, TUDOR is now taking an important step forward by partnering with its first cycling event in America, thus consolidating its international presence.

“We are very proud of this new partnership with TUDOR,” said **Sébastien Arsenault, President of the GPCQM**. “This new association enriches the Grands Prix Cyclistes family by bringing prestige, innovation and tradition to our events. We are delighted to welcome them for the next three years. TUDOR’s commitment contributes to our mission of promoting top-level cycling in North America, and we are pleased to announce that starting this year, the winners of each event in both Québec City and Montréal will receive a TUDOR watch engraved with the GPCQM logo, a souvenir that will forever commemorate their victories on Québec soil.”

It should be noted that the TUDOR Pro Cycling Team will be back among the ProTeams invited to the GPCQM, once again demonstrating TUDOR’s commitment to the cycling elite.

The 13th edition of the Grands Prix Cyclistes de Québec et de Montréal will be presented on September 13th in Québec City and September 15th in Montréal.

ABOUT

THE GRANDS PRIX CYCLISTES DE QUÉBEC ET DE MONTRÉAL

The Grands Prix Cyclistes de Québec et de Montréal (GPCQM), the only UCI WorldTour events held in the Americas, contribute significantly to the achievement of one of the International Cycling Union’s (UCI) priority objectives: the globalization of the WorldTour circuit. These events join those already certified in Europe, Asia and Oceania. Since 2010, the organizers have been responsible for the planning and staging of the GPCQM and rely on the indispensable support of public and private partners: the Government of Canada, the Government of Québec, the City of Québec, the City of Montréal, the National Battlefields Commission, Tourisme Montréal, Québecor, Ekoï as the official helmet and eyewear partner, as well as TUDOR as the official timekeeper and TVA Sports as the official broadcaster of the races. gpcqm.ca/en

Its team also makes up the organizing committee for the UCI Road World Championships, which will be held in Montreal in 2026. www.montreal2026.org/en

TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering mechanical watches with sophisticated style, proven reliability, and unmatched value for money. The origins of TUDOR date back to 1926, when “The Tudor” was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He officially set up the Montres TUDOR SA company in 1946 to produce watches that respect the traditional Rolex philosophy of quality at a more affordable price point. Throughout their history, thanks to their robustness and affordability, TUDOR watches have been chosen by some of the boldest adventurers, on land, in the air, underwater and on ice. Today, the TUDOR collection includes iconic lines such as Black Bay, Pelagos, 1926 and Royal. Since 2015, TUDOR has also offered models with mechanical Manufacture Calibres with multiple functions and superior performance.

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